

State of Alaska FY2010 Governor's Operating Budget

Department of Commerce, Community, and Economic Development Alaska Seafood Marketing Institute RDU/Component Budget Summary

RDU/Component: Alaska Seafood Marketing Institute*(There is only one component in this RDU. To reduce duplicate information, we did not print a separate RDU section.)***Contribution to Department's Mission**

Increase the economic value of Alaska seafood resources.

Core Services

- U.S. and International Retail Alaska Seafood Promotion
- Public Relations and Communications
- Seafood Quality Technical Support
- U.S. and International Foodservice Alaska Seafood Promotion

End Result	Strategies to Achieve End Result
<p>A: Increased economic value of Alaska seafood resources.</p> <p><u>Target #1:</u> Increase by 0.5% the ex-vessel value of key commercial species in Alaska's commercial harvest. <u>Status #1:</u> Value (ex-vessel) of key commercial species in Alaska's commercial harvest continued upward value trend, increasing 12.5% from 2006-2007, and reaching \$1.6 billion in 2007, providing increased revenue to state and local governments and the private sector.</p> <p><u>Target #2:</u> Increase by 0.5% the first wholesale value of selected Alaska salmon products. <u>Status #2:</u> First wholesale value of Alaska salmon increased 5.6% from 2006 to 2007, exceeding \$900 million, and continuing an upward trend established over the previous five years that boosts state and local economies and the private sector.</p> <p><u>Target #3:</u> Increase by 0.5% the aggregate value of Alaska seafood exports to ASMI program destination countries. <u>Status #3:</u> Alaska seafood exports to ASMI program destination countries exceeded \$1.7 billion. This represents an increase in value of 34% from 2003 to 2007, well above our .5% target, and 6% more than the value of exports to countries where ASMI does not have ongoing marketing activity.</p> <p><u>Target #4:</u> Make Alaska seafood the most popular food brand on U.S. restaurant menus. <u>Status #4:</u> Alaska seafood is among the three most popular food brands on U.S. menus, and has reached third and second place, but has not yet reached the targeted top spot.</p>	<p>A1: Conduct consumer campaigns, retail and foodservice promotions, public/media relations and technical education in the U.S. and overseas to increase the value of Alaska seafood resources.</p> <p><u>Target #1:</u> Sustain U.S. consumer activities at FY08 level to generate positive Alaska seafood household and individual impressions, and maintain brand awareness. <u>Status #1:</u> FY08 U.S. household impressions generated with cable TV totaled 225 million, consumer magazine ad circulation totaled 7.4 million, and trade ad circulation totaled 1,176,400.</p> <p><u>Target #2:</u> Maintain Alaska Seafood Marketing Institute's share of U.S.D.A. Foreign Agricultural Service allocation of Market Access Program dollars that fund international marketing activities. <u>Status #2:</u> Market Access Program allocation to ASMI for FY09 was \$5.1 million, compared with \$4.7 million for FY08, an 8.5% increase.</p>

Major Activities to Advance Strategies

- Conduct consumer campaigns to strengthen demand for wild and natural Alaska Seafood, stimulate sales and increase economic value of Alaska seafood
- Execute advertising campaign to boost usage of all key commercial species of Alaska Seafood
- Work with broadline foodservice distributors to maximize Alaska Seafood penetration
- Customized promotion methods with retailers and foodservice operators to build on strong brand equity to differentiate Alaska Seafood from competition
- Partner with restaurant chains to increase number of restaurants that feature Alaska Seafood as a branded menu item
- Conduct quality assurance education, provide technical support for seafood industry
- Build a customer base in segments that offer best sales opportunities (e.g., colleges and universities, catering, non-commercial foodservice)
- Aid all parts of the Alaska Seafood industry, including large and small processors, regional marketers and harvesters with resources and information
- Provide technical support to the seafood industry
- Communicate with Alaska seafood suppliers, policy makers and the seafood industry about ASMI's long-range marketing plans

FY2010 Resources Allocated to Achieve Results

FY2010 Component Budget: \$17,667,400

Personnel:

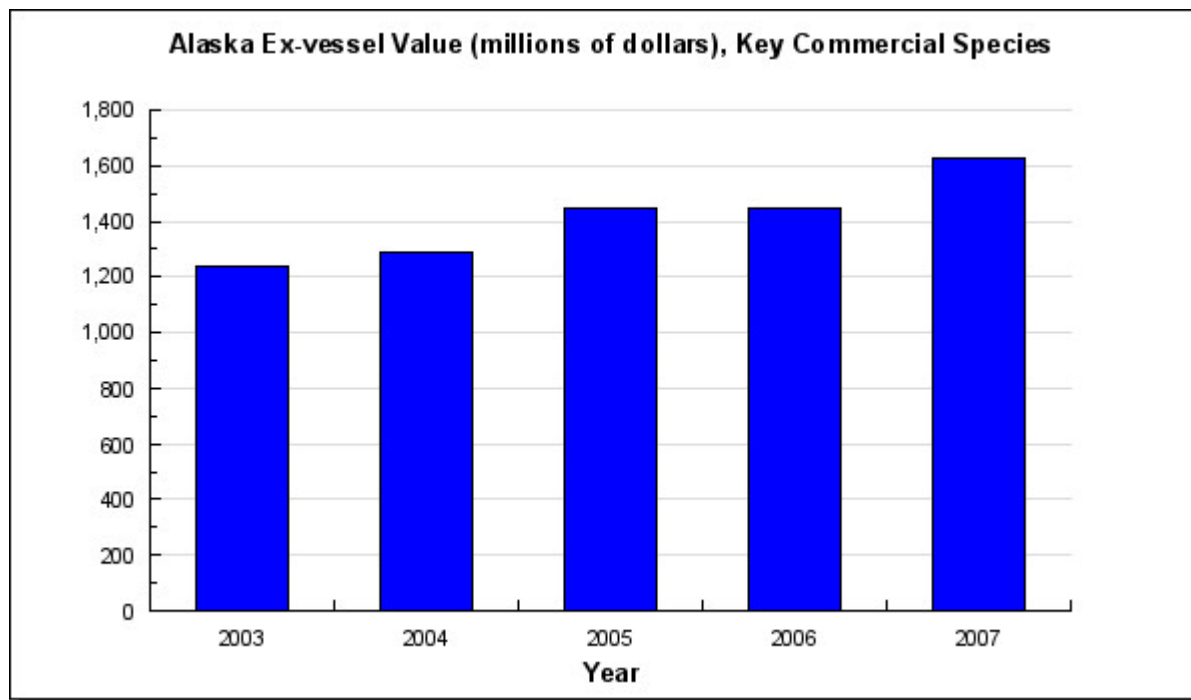
Full time	19
Part time	0
Total	19

Performance

A: Result - Increased economic value of Alaska seafood resources.

Target #1: Increase by 0.5% the ex-vessel value of key commercial species in Alaska's commercial harvest.

Status #1: Value (ex-vessel) of key commercial species in Alaska's commercial harvest continued upward value trend, increasing 12.5% from 2006-2007, and reaching \$1.6 billion in 2007, providing increased revenue to state and local governments and the private sector.



Methodology: ADF&G, NMFS, SMIS estimates of combined value of salmon, pollock, P-cod, sablefish & halibut, shellfish, other groundfish.

Alaska Ex-vessel Value (millions of dollars), Key Commercial Species

Year	Millions of Dollars
2007	1,627 +12.52%
2006	1,446 +0.07%
2005	1,445 +12.28%
2004	1,287 +3.87%
2003	1,239

Analysis of results and challenges: ASMI focuses on raising economic value rather than increasing sales volume because Alaska's fisheries are limited in their ability to increase production levels beyond what nature will allow (no finfish farming is allowed in Alaska). Because Alaska only produces about 2% of the world's seafood it cannot compete on commodity pricing, especially with a fishery that relies on labor intensive efforts to catch fish, which is a conscious decision on the part of Alaskans to provide a solid job base. Raising the economic value means increasing the price in the marketplace which, if successful, translates into higher dock prices (ex-vessel) paid to fishermen, and additional jobs in fishing, processing, and related support industries in the state.

Ex-vessel value of key commercial species in Alaska's commercial harvest is increasing due in part to significant state and federal investment in marketing and infrastructure. Value (ex-vessel) of key commercial Alaska seafood species increased 12.5% between 2006 and 2007, exceeding the target of 0.5%. The ex-vessel value increased to \$1.6 billion in 2007--up from \$1.4 billion in 2006.

The harvest was 2.49 million metric tons, however despite the 2% decline in volume, value still increased. The first wholesale value of Alaska's seafood harvest reached \$3.6 billion, of which Alaska harvesters got 38%. This reflects continuation of an upward trend of value in which increases in value outpace volume increases. Continuing support for the marketing effort is essential to continue the upward value trend..

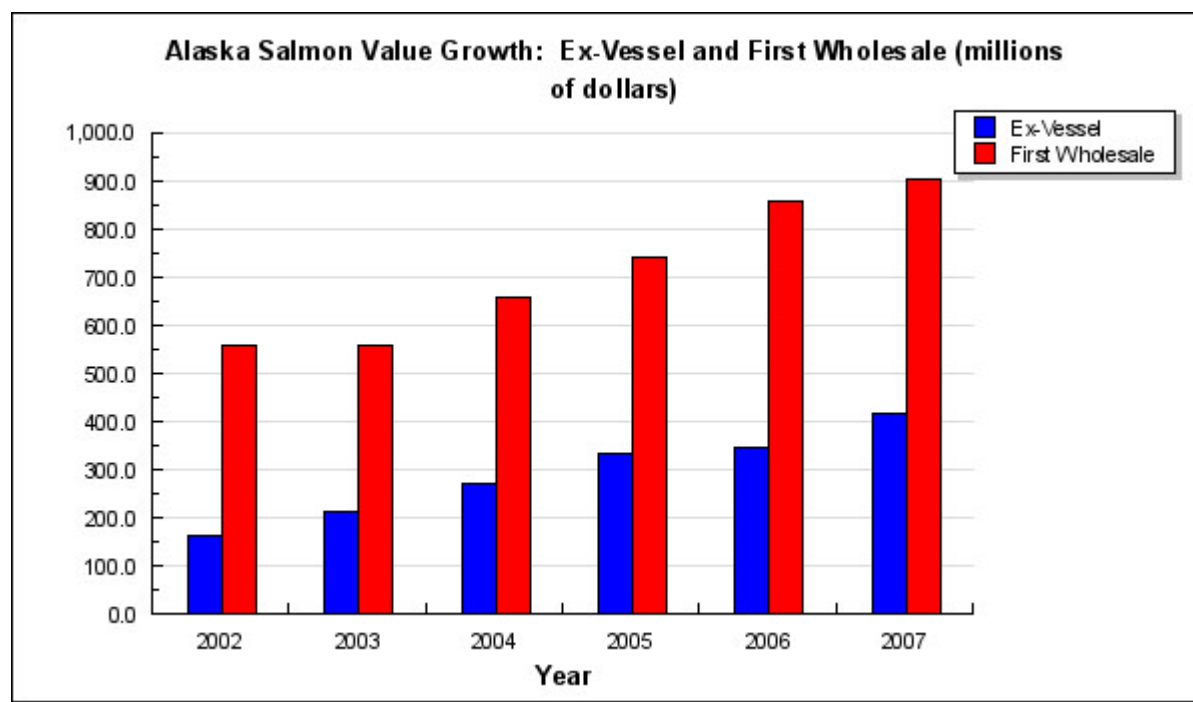
Challenges include:

- Price resistance --- Following periods of increase in value for particular species, Alaska producers are encountering price resistance in certain markets
- Seasonality, consistency of supply
- Inelastic supply
- International currency fluctuations, tariffs and trade barriers affecting international trade
- Low prices on competing proteins (chicken, beef, pork, dairy) with generally well-funded campaigns promoting other proteins

The decrease in federal funds available to support infrastructure and marketing challenge ASMI's ability to increase overall harvest value. If those funds are not replaced, ASMI's ability to continue its marketing activities will be reduced, especially in the domestic market where nearly 50% of Alaska seafood is sold. The result could be a reversal of the increased overall price trends, which for salmon alone have nearly doubled, from \$212 million in 2003 to \$417 million in 2007.

Target #2: Increase by 0.5% the first wholesale value of selected Alaska salmon products.

Status #2: First wholesale value of Alaska salmon increased 5.6% from 2006 to 2007, exceeding \$900 million, and continuing an upward trend established over the previous five years that boosts state and local economies and the private sector.



Methodology: ADF&G, AK Dept. of Revenue. Selected products: Fresh and frozen H&G, fresh and frozen fillet, salmon roe, canned salmon

Alaska Salmon Value Growth: Ex-Vessel and First Wholesale (millions of dollars)

Year	Ex-Vessel	First Wholesale
2007	416.8 +20.32%	905.6 +5.63%
2006	346.4 +3.71%	857.3 +15.66%
2005	334.0 +22.66%	741.2 +12.78%
2004	272.3 +28.5%	657.2 +17.53%
2003	211.9 +30.32%	559.2 -0.02%
2002	162.6	559.3

Analysis of results and challenges: There are two different kinds of value figures appearing here to quantify progress in raising the value of the harvest: “ex-vessel” value (paid to the fisherman) and “first wholesale value.”

Alaska salmon fisheries account for about a quarter of the ex-vessel value of the Alaska seafood harvest. The ex-vessel value of the salmon catch increased 20% to reach \$416 million in 2007--a 12-year high point.

Although this reflects vigor returning to the salmon industry, a more complete picture of economic rejuvenation can be provided by examining first wholesale value of salmon because, as first wholesale values have recovered, the ratio paid to harvesters increases and many Alaskans participate in the fishery.

The increase in first wholesale value of Alaska salmon from 2006 to 2007 was 5.6%, exceeding the target of 0.5%. First wholesale value of Alaska salmon products exceeded \$900 million, continuing the upward trend established over the last five years.

In order to continue the upward value trend, continuing support for the marketing effort is essential. Increasing appreciation of and demand for wild salmon maximizes the benefit of the seafood industry’s continued transition to becoming a market-driven food industry, and of the significant state and federal investment in marketing and infrastructure. The industry is responding to consumer preferences for fillets, boneless and skinless portions, new shelf-stable products, and new value-added products, including many products made using frozen pink salmon that in previous years would have been canned.

Alaska residents are benefiting from the increase in value of the salmon harvest.

- Over half the total commercial permits fished are salmon permits. The majority of active salmon fishermen (75%) are Alaska residents.
- As wholesale values began to recover in 2004 and climbed to over \$900 million by 2007, harvesters were paid an average 43% of wholesale value; the peak ratio of 46% coincides with peak wholesale value of \$905 million in 2007. (The ratio paid to fishermen increased from the 2000-2003 average, which was 37%.)
- Participation in Alaska salmon fisheries has rebounded with salmon values. Of the 871 state salmon permits that returned to fishing between 2002 and 2007, a total of 640 permits (74%) were held by Alaska residents.
- 222 Alaska communities involved with Alaska salmon benefit from improvements in the market. 886 Alaska salmon processors, ranging from harvesters processing their own catch to medium and large processing companies, benefit from improvements in the market.

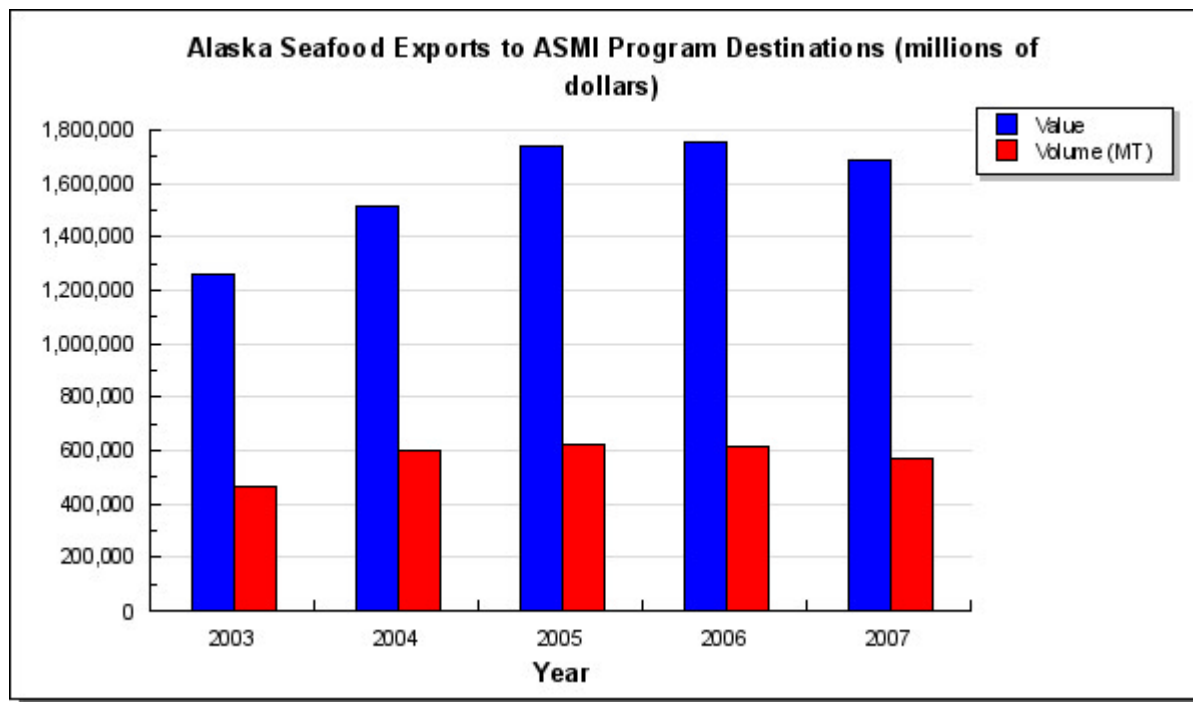
Challenges include:

- Price resistance ---As salmon products command higher value, Alaska producers are encountering price resistance in certain markets.
- Seasonality, consistency of supply --- Harvest levels are subject to fluctuation on a seasonal basis and from year to year. These factors, when combined with the attendant price fluctuations, make it more difficult to compete with aqua culture products.
- Inelastic supply --- Wild seafood resource supply is limited relative to often subsidized foreign farmed salmon production.
- Increasing fuel and transportation costs.
- International currency fluctuations and foreign exchange rates, tariffs and trade barriers affecting international trade.

- Low prices on competing proteins (farmed salmon, chicken, beef, pork, dairy); well-funded campaigns promoting other proteins.
- Decrease in federal funds available to support infrastructure and marketing will challenge our ability to increase the first wholesale value of Alaska salmon products.

Target #3: Increase by 0.5% the aggregate value of Alaska seafood exports to ASMI program destination countries.

Status #3: Alaska seafood exports to ASMI program destination countries exceeded \$1.7 billion. This represents an increase in value of 34% from 2003 to 2007, well above our .5% target, and 6% more than the value of exports to countries where ASMI does not have ongoing marketing activity.



Methodology: National Marine Fisheries Service (NMFS)

Alaska Seafood Exports to ASMI Program Destinations (millions of dollars)

Year	Value	Volume (MT)
2007	1,685,840 -3.82%	572,012 -6.82%
2006	1,752,865 +0.84%	613,886 -1.69%
2005	1,738,328 +14.7%	624,443 +4.68%
2004	1,515,485 +20.19%	596,553 +28.31%
2003	1,260,867	464,936

Analysis of results and challenges: Export value to ASMI program countries grew at nearly double the rate of export value to non-ASMI program countries from 2001 to 2005. Value of Alaska seafood exports to ASMI program destination countries exceeded \$1.7 billion, an increase of 34% from 2003 to 2007, compared to only a 28% increase in value for countries where ASMI does not have ongoing marketing activity.

The volume and value of seafood exports declined slightly from 2006 to 2007, with value declining 3.8% from 2006 to 2007; however, the value of exports to ASMI program destinations did not erode commensurate with volume of exports.

More than half of the seafood harvest is exported. Note that the value basis for exports is the so-called “free alongside” value at the port of export, which captures the value of the finished product ready to export.

In accordance with federal requirements for the USDA Market Access Program and with industry guidance, ASMI conducts research to determine which countries offer the greatest potential for Alaska seafood exports. Some promotional resources and activities have shifted from Asia to Europe to more fully realize the potential of markets there. A global emerging markets study was conducted that pointed to emerging markets in Eastern Europe and Russia as having the highest potential for growth, and ASMI has added exploratory programs accordingly.

One of the challenges ASMI is meeting at this time is international confusion over labels such as:

- Proliferation of labels denoting sustainably produced seafood (eco-labels)
- Country of origin labeling
- Eco-labels vs. Alaska Seafood branding

These require strengthened education of customers at consumer and trade levels about the Alaska seafood brand and about Alaska as the model of sustainable fisheries management. ASMI has developed new materials (in print and published on the website) to initiate this education process, and conducted an international sustainability forum in July 2008.

In addition to confusion over eco-labels and the meaning of sustainability, other challenges include international currency fluctuations, tariffs and trade barriers affecting international trade, price resistance, seasonality and consistency of supply, inelasticity of supply, increasing transportation costs, low prices on competing proteins, and well-funded campaigns promoting other proteins.

Target #4: Make Alaska seafood the most popular food brand on U.S. restaurant menus.

Status #4: Alaska seafood is among the three most popular food brands on U.S. menus, and has reached third and second place, but has not yet reached the targeted top spot.

Analysis of results and challenges: Alaska seafood has increased its brand equity in the U.S. Measuring its popularity on the menus of the top 500 restaurant chains in the U.S. is one way to chart its progress, and ASMI has this research conducted periodically. This is a result of the long term effort ASMI has conducted to educate and partner with chefs and foodservice operators, and also a reflection of the success of outreach directly to consumers.

* As a result of ASMI foodservice promotions and informing the public about wild Alaska seafood, a wide majority of U.S. restaurant diners have a positive impression of the Alaska seafood brand (77%).

* The trade component of the U.S. national advertising campaign for Alaska seafood was circulated to retail and foodservice buyers making purchasing decisions for 17,000 retail grocery locations and 903,000 foodservice outlets.

* Alaska salmon is preferred 84% to 16% over Atlantic salmon in restaurants.

* The Alaska seafood brand is the second most popular food brand on menus of the top 500 U.S. restaurant chains.

A1: Strategy - Conduct consumer campaigns, retail and foodservice promotions, public/media relations and technical education in the U.S. and overseas to increase the value of Alaska seafood resources.

Target #1: Sustain U.S. consumer activities at FY08 level to generate positive Alaska seafood household and individual impressions, and maintain brand awareness.

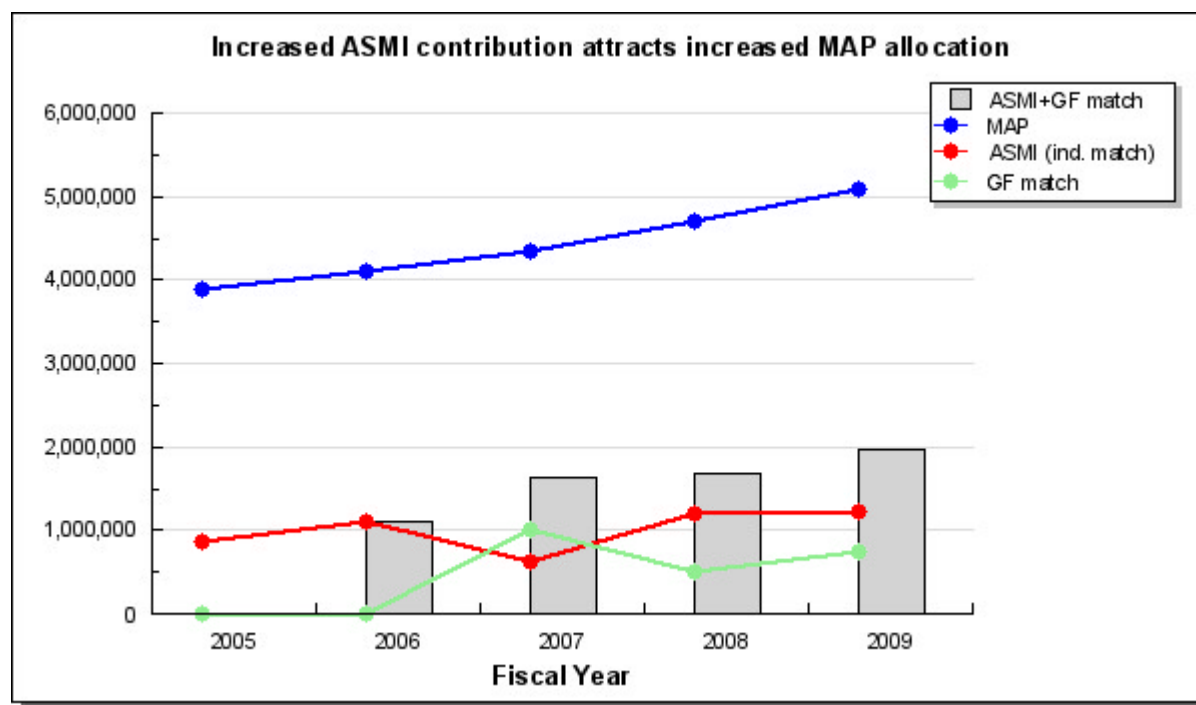
Status #1: FY08 U.S. household impressions generated with cable TV totaled 225 million, consumer magazine ad circulation totaled 7.4 million, and trade ad circulation totaled 1,176,400.

Analysis of results and challenges: The major challenge facing Alaska's seafood promotion effort is sustaining the level of promotional activity in the U.S. and overseas despite sharp reductions in federal dollars. ASMI is a public-private partnership with core funding from the industry and support from state and federal grants. To maintain the marketing program raising the brand value in the United States, lost federal funds need to be replaced with state general fund dollars. Funding from industry consists of a voluntary seafood marketing assessment, voted in by the seafood processors and remitted to the Alaska Department of Revenue. Funding from federal sources include federal

grants and federal Market Access Program (MAP) funds. In recent years, ASMI received substantial allocations of federal dollars through the Alaska Fisheries Marketing Board (AFMB) and the Alaska Governor's Office which were used to promote Alaska Seafood. The expenditure of dollars from these temporary sources was purposely spread over several years, to extend the positive impact. ASMI was forced to curtail its overall promotional effort in FY 09.

Target #2: Maintain Alaska Seafood Marketing Institute's share of U.S.D.A. Foreign Agricultural Service allocation of Market Access Program dollars that fund international marketing activities.

Status #2: Market Access Program allocation to ASMI for FY09 was \$5.1 million, compared with \$4.7 million for FY08, an 8.5% increase.



Methodology: USDA Foreign Agricultural Service, ASMI, dollars to nearest hundred thousand.

Increased ASMI contribution attracts increased MAP allocation

Fiscal Year	MAP	ASMI (ind. match)	GF match	ASMI+GF match
FY 2009	5,100,000	1,230,000	750,000	1,980,000
FY 2008	4,700,000	1,189,000	500,000	1,689,000
FY 2007	4,355,000	621,000	1,000,000	1,621,000
FY 2006	4,100,000	1,095,000	0	1,095,000
FY 2005	3,900,000	859,000	0	0

Analysis of results and challenges: Alaska Seafood Marketing Institute applies for U.S.D.A. Foreign Agricultural Service (FAS) funds from the Market Access Program (MAP) through annual application to the federal government. The amount of MAP funds awarded to ASMI, and the timing of their receipt, are subject to annual congressional budget appropriation activities, as well as the politics surrounding the Farm Bill.

Full funding levels in FY10 will restore advertising and public relations activities in the U.S. market, increase international funding to replace lost buying power overseas, particularly in Europe, and help Alaska combat increasing pressure to increase its match for MAP funds which, at 44%, is one of the lowest among program participants from other states.

Key Component Challenges

Declines in Needed Marketing Funding

ASMI is losing \$1.5 million of funds (\$500.0 Federal and \$1,000.0 SDPR from the Alaska Fisheries Marketing Board) in FY10. As a result, ASMI will be able field fewer promotional activities in the U.S. and overseas markets.

Consumer and Trade Education on Sustainability

Proliferation of eco-labels (labels denoting sustainably produced seafood) increasingly substituted for the Alaska brand, and the issues of traceability and labeling with the country of origin call for educating customers at consumer and trade shows about the Alaska Seafood brand, and about Alaska as the model of sustainable fisheries management.

Seafood Supply

Seasonal production, steadiness of supply, and annual variations in production volumes constitute major constraints on increasing the value of the seafood harvest. Alaska's commercial harvest is biologically limited, and more variable than often-subsidized foreign aquaculture production.

Economic Conditions

The harvesting and processing sectors face potentially crippling increases in costs. International currency fluctuations, tariffs and trade barriers affecting international trade affect this global industry, dictating what markets will receive various products. While the falling value of the U.S. dollar value makes Alaska seafood products more competitively priced in foreign markets, it also reduces the buying power of promotional dollars expended overseas.

Market Conditions

- Levels of funding for promotion limit the reach of the Alaska Seafood brand in the marketplace; ASMI faces well-funded competition promoting farmed aquaculture products, both domestic and foreign, and other forms of food proteins - beef, pork, chicken and dairy products - most of which are cheaper than many Alaska seafood offerings.
- Global aquaculture development and production growth is a significant challenge for the Alaska seafood industry. Effects of salmon farming on Alaska salmon values are already well documented. Considerable aquaculture development effort is now going into cod, sablefish, and halibut, which represent a combined one-third of Alaska ex-vessel value. The farming of tilapia, and other low-cost whitefish varieties is already beginning to affect prices in the whitefish and surimi markets much as farmed salmon did a decade ago.
- Discovery and excessive harvesting of king crab in the Barents Sea has flooded the marketplace with inexpensive, high quality product from Russia, displacing Alaska product.
- Price resistance is a factor following periods of strengthening prices for Alaska seafood products, as commodity markets are price-driven/price sensitive.
- Product form and quality, primarily for Alaska salmon, are changing to capture market trends and consumer demands (e.g. skinless, boneless filets of consistent quality), however the changes have yet to affect the majority of the catch.
- Messages in the media about actual and possible contaminants in seafood affect the consumer's image of all seafood products; and make further protein market penetration by the seafood industry more difficult.

Significant Changes in Results to be Delivered in FY2010

The extent to which ASMI can increase the economic value of the Alaska seafood resource and sustain the current momentum of wild Alaska seafood in the marketplace will be dictated in part by funding levels. The reduction in FY09 of funding previously provided through the Alaska Fisheries Marketing Board (AFMB) and the Alaska Governor's Office resulted in a lower level of promotional activity in the U.S. than in FY08. These sources will not be available at all in FY10. Also, federal MAP funds for international marketing were less than anticipated in FY09, resulting in lower levels of promotional activity in the European Union and Asia.

- Establish Alaska Seafood as the brand that affirms a customer's commitment to sustainable fisheries management.

- Facilitate the widespread use of the Alaska Seafood logo to packages of Alaska Seafood by working with suppliers, secondary processors, food manufacturers, and retailers.
- Provide more efficient and cost effective service to Alaska's seafood industry by using industry feedback to fine-tune ASMI efforts.
- Encourage increased offerings of skinless, boneless value-added products using Alaska Seafood, and promote these products in the U.S. through a strong Cook It Frozen initiative.
- Increase the value of Alaska seafood exports to specific countries in which ASMI is active by taking advantage of new opportunities in each marketplace: Japan, China, Western Europe, Northern Europe and Southern Europe.
- Expand exploration of new markets for Alaska seafood, particularly emerging markets in Ukraine, Russia and Eastern Europe.
- Further educate consumers and trade about the sustainability of Alaska Seafood by using new cost-effective internet-based tools.

Major Component Accomplishments in 2008

- Increased the value of fresh, frozen, and shelf stable (canned and pouched) Alaska Seafood in the U.S. and key international markets.
- Conducted innovative promotional activities with retail grocers, foodservice distributors, restaurant chains, foodservice operators, universities, and culinary schools to strengthen Alaska brand seafood.
- Improved alignment with industry trade spending.
- Conducted an Alaska Seafood Sustainability Forum in Anchorage, which was attended by more than 100 key customers from U.S. and overseas markets: presentations from key federal and state fisheries managers.
- Launched "Alaska Seafood U", a new cost-effective online training system. The instruction on sustainable Alaska seafood for retail and foodservice employees is available on ASMI's website and offers a certificate for completion of the course.
- Created and placed new advertisements emphasizing sustainability of Alaska Seafood in publications read by home cooks, chefs, restaurant owners and retail grocers.
- Posted on ASMI website www.alaskaseafood.org new sustainable Alaska Seafood video starring celebrity chef spokesperson Alton Brown.
- Media tours/trade missions to Alaska from Germany and Japan. Second U.S. media tour to Unalaska to focus on Alaska crab and pollock in Dutch Harbor.
- Alaska chefs provided education and training in Alaska seafood to retail supermarket seafood managers and chefs in China.

Results include:

- The ex-vessel value of key commercial Alaska seafood species exceeded \$1.6 billion in 2007, a 12% increase from the previous year, providing economic benefits to the seafood industry and state and local economies.
- First wholesale value of key commercial species in Alaska's commercial seafood harvest reached \$3.6 billion, of which Alaska harvesters got 38%.
- First wholesale value of Alaska salmon increased 5.6% from 2006 to 2007 exceeding \$900 million and continuing an upward trend established over the last five years.
 - The majority of active salmon fishermen (75%) are Alaska residents.
 - Of the 871 state salmon permits that returned to salmon fishing between 2002 and 2007, a total of 640 permits (74 percent) were held by Alaska residents.
 - Fishermen were paid 46% of the first wholesale price in 2007: a greater share than in the previous several years.
 - 222 Alaska communities involved with Alaska salmon and 886 Alaska salmon processors also benefit from improvements in the market.

- Value of Alaska Seafood exports to ASMI program destination countries exceeded \$1.7 billion, an increase of 34% from 2003 to 2007, compared to a 28% increase in value of exports to countries where ASMI does not have ongoing marketing activity.

Most international activity takes place in Japan, the European Union and China. The main activities are retail and foodservice promotions, technical seminars, chef and retail Alaska Seafood training, Alaska tours for members of the overseas trade and press, trade shows, outbound trade missions, advertising and public relations. ASMI is active in mature markets including Western Europe as well as conducting limited explorations in the emerging markets of Ukraine, Eastern Europe and Russia.

- At the European Seafood Exposition, where an ASMI booth and up to a dozen Alaska seafood company booths formed an Alaska Pavilion, Alaska companies conducted business with buyers from all over the world. In 2008 the exhibit generated **\$31 million in on-site sales** for Alaska Seafood companies participating in the ASMI-anchored Alaska Pavilion and **\$125 million in projected sales** for Alaska companies for the ensuing year.

ASMI's access to the corporate offices of grocery retailers, restaurant operators and foodservice distributors has successfully increased the value of its corporate partnerships, and achieved increased use and awareness of the Alaska Seafood brand and companion brands. The relationships built by ASMI have built brand equity for Alaska Seafood. As a result of educating chefs, restaurant operators, foodservice distributors and seafood buyers about Alaska Seafood, it has become one of the top three most popular food brands on menus of the top 500 U.S. restaurant chains and is increasing in popularity in key overseas markets as well. More people than ever before are being exposed to the brand and to key messages about what it stands for: "Alaska" signifies wild, natural, unparalleled flavor, superior quality, sustainability, versatility, ease of preparation, and healthfulness. ASMI is committed to building the enthusiasm for sustainable, wild caught Alaska Seafood.

Statutory and Regulatory Authority

AS 16.51.010-180 Alaska Seafood Marketing Institute
15 AAC 116.600-700 Seafood Marketing Assessment on Processors

Contact Information
<p>Contact: Ernest R. Riutta, Executive Director Phone: (907) 465-5560 Fax: (907) 465-5572 E-mail: rriutta@alaskaseafood.org</p>

Alaska Seafood Marketing Institute Component Financial Summary

All dollars shown in thousands

	FY2008 Actuals	FY2009 Management Plan	FY2010 Governor
Non-Formula Program:			
Component Expenditures:			
71000 Personal Services	1,806.6	1,942.8	1,978.1
72000 Travel	407.4	418.0	422.2
73000 Services	12,028.5	16,078.6	15,078.6
74000 Commodities	227.4	180.0	180.0
75000 Capital Outlay	0.0	8.5	8.5
77000 Grants, Benefits	0.0	0.0	0.0
78000 Miscellaneous	0.0	0.0	0.0
Expenditure Totals	14,469.9	18,627.9	17,667.4
Funding Sources:			
1002 Federal Receipts	4,533.8	6,000.0	5,500.0
1004 General Fund Receipts	500.0	750.0	2,667.5
1108 Statutory Designated Program Receipts	0.0	1,000.0	0.0
1156 Receipt Supported Services	9,436.1	10,877.9	9,499.9
Funding Totals	14,469.9	18,627.9	17,667.4

Estimated Revenue Collections

Description	Master Revenue Account	FY2008 Actuals	FY2009 Management Plan	FY2010 Governor
Unrestricted Revenues				
Receipt Supported Services	51073	2,565.4	1,100.0	2,500.0
Unrestricted Total		2,565.4	1,100.0	2,500.0
Restricted Revenues				
Federal Receipts	51010	4,533.8	6,000.0	5,500.0
Statutory Designated Program Receipts	51063	0.0	1,000.0	0.0
Receipt Supported Services	51073	9,436.1	10,877.9	9,499.9
Restricted Total		13,969.9	17,877.9	14,999.9
Total Estimated Revenues		16,535.3	18,977.9	17,499.9

**Summary of Component Budget Changes
From FY2009 Management Plan to FY2010 Governor**

All dollars shown in thousands

	<u>General Funds</u>	<u>Federal Funds</u>	<u>Other Funds</u>	<u>Total Funds</u>
FY2009 Management Plan	750.0	6,000.0	11,877.9	18,627.9
Adjustments which will continue current level of service:				
-Correct Unrealizable Fund Sources in the Salary Adjustment for the Existing Bargaining Unit Agreements	32.8	0.0	-32.8	0.0
-Replace Uncollectable Federal Funding and Other Unavailable Receipts	1,878.0	-500.0	-1,378.0	0.0
-FY2010 Wage and Health Insurance Increases for Bargaining Units with Existing Agreements	2.5	0.0	32.8	35.3
Proposed budget decreases:				
-Remove Anticipated Excess Fish Taxes Authorization from ASMI's Budget	0.0	0.0	-1,000.0	-1,000.0
Proposed budget increases:				
-Core Service Increases	4.2	0.0	0.0	4.2
FY2010 Governor	2,667.5	5,500.0	9,499.9	17,667.4

**Alaska Seafood Marketing Institute
Personal Services Information**

Authorized Positions			Personal Services Costs	
	<u>FY2009</u> <u>Management</u> <u>Plan</u>	<u>FY2010</u> <u>Governor</u>		
Full-time	19	19	Annual Salaries	1,346,026
Part-time	0	0	COLA	53,222
Nonpermanent	0	0	Premium Pay	0
			Annual Benefits	655,141
			<i>Less 3.71% Vacancy Factor</i>	(76,289)
			Lump Sum Premium Pay	0
Totals	19	19	Total Personal Services	1,978,100

Position Classification Summary

Job Class Title	Anchorage	Fairbanks	Juneau	Others	Total
Admin Asst/Travel Coordinator	0	0	1	0	1
Admin Support Technician	0	0	1	1	2
Administrative Officer	0	0	1	0	1
Administrative Specialist	0	0	2	0	2
Asst Marketing Director	0	0	0	1	1
Communications Director	0	0	1	0	1
Executive Director	0	0	1	0	1
Foodservice Director	0	0	0	1	1
International Prog Coordinator	0	0	2	0	2
Marketing Specialist	0	0	0	2	2
Program Coordinator	0	0	1	0	1
Project Assistant	0	0	1	0	1
Quality Assurance Coordinator	0	0	0	1	1
Retail Program Director	0	0	0	1	1
Usda Food Aid Prog Coordinator	0	0	0	1	1
Totals	0	0	11	8	19